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## Rethinking at National Retail Federation convention

Retail executives should rethink their approach to business challenges, from hiring and training the next generation of talent, to engaging the always-connected consumer, and finding innovative ways to make inventory and merchandise accessible from anywhere.

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Consumers now employ an arsenal of smartphones, mobile and social applications and tablets, while retailers utilize converging sales channels and touch points to influence and enhance the customer experience.

As a result, retail executives should rethink their approach to business challenges, from hiring and training the next generation of talent, to engaging the always-connected consumer, and finding innovative ways to make inventory and merchandise accessible from anywhere.

At the National Retail Federation's (NRF) 102nd Annual Convention & Expo, Deloitte's Alison Paul will present on the projected influence of digital channels on purchase behavior, and address the importance of an omni-channel strategy in today's competitive marketplace.

During the session, Thomas M. Belk Jr., chairman and CEO, Belk, Inc. and Susan Jurevics, senior vice president, Global Retail CRM and Brand Marketing at Sony Corporation of America, will provide a glimpse into their organizations' digital and cross-channel strategies and share their vision for the future of retail.

Also during the NRF Annual Convention & Expo, Deloitte Touche Tohmatsu Limited (DTTL) will release its annual "Global Powers of Retailing" study, produced in

conjunction with STORES media, which ranks the world's top 250 retailers and

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